



# HUANG Song

Senior Consultant

Languages: English, Mandarin

Practices: Foreign Investment, IP Litigation, Corporate & Compliance

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## Profile

Mr. Huang has more than 30 years of practice and legal-related experiences. His area of specialty is intellectual property law. He has also been advising foreign clients on a variety of legal issues involving foreign direct investment in China as well as other forms of foreign trade and economic cooperation activities. He is a member of the Panel of Experts of the Domain Name Dispute Resolution Center of China International Economic and Trade Arbitration Commission (CIETAC) and has decided more than a dozen of cases. Mr. Huang received his LL.B degree from China University of Political Science and Law in Beijing, China in 1989, his LL.M degree in United State Law from the University of Pennsylvania Law School in Philadelphia, USA in 1995 and LL.M degree in Intellectual Property Law from Santa Clara University School of Law in Santa Clara, USA in 2004. He is licensed to practice law in the State of New York (1998), Washington DC (2005) as well as the People's Republic of China (2002).

Mr. Huang is a partner with Huizhong Law Firm. He was a partner with Jun He Law Offices. Before joining Jun He, Mr. Huang was a partner in the Shanghai office of Haiwen & Partners. He was the Vice President (Legal) of East Venture Inc. (Presently known as EastIP), an IP advisory firm led by Dr. Gao Lulin, the former Director General of State Intellectual Property office. He was a senior associate with Baker & McKenzie's China Practice Group. He had worked consecutively with the CIETAC as an Assistant to Arbitrator, Beijing Conciliation Center of the China Council for the Promotion of International Trade as a Conciliator, and the Beijing Office of Coudert Brothers LLP, a US international law firm as a China Law Advisor.

Mr. Huang has spoken widely on topics on intellectual property law at international and domestic conferences and seminars, multinational companies and law schools, and has published numerous articles on intellectual property law and practice. Mr. Huang was named Leading Private Equity Lawyer (2006-07) in China by Expert Guides, and Leading Lawyer in intellectual property, M&A and general corporate practice by AsiaLaw in 2008, 2009 and 2010, both published by Legal Media Group of Euromoney Institutional Investor.

## Professional Qualifications

- PRC Bar
- New York Bar
- Washington Bar Admission

## Educational Background

Santa Clara University School of Law LL.M.

University of Pennsylvania Law School LL.M.

China University of Political Science and Law LL.B.

## Professional Experience

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2014-Present Hui Zhong Law Firm, Senior Consultant  
2008-2014 Junhe LLP, Partner  
2002-2008 Haiwen & Partners, Partner  
2000-2002 East Venture Inc., Beijing Rep Office, VP Legal  
1995-1999 Baker Mckenzie Beijing Office, Lawyer  
1993-1994 Coudert Brothers Beijing Office, Legal Advisor  
1989-1993 CIETAC, Arbitration Assistant

## Memberships & Affiliations

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- Domain Name Dispute Resolution Center of the China International Economic and Trade Arbitration Commission, Expert Member

## Representative Cases

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- Representing MTV and its local partner against a Chinese licensee concerning disputes arising from a licensing arrangement involving the use of copyrighted music videos.
- Representing Weyth and its affiliates against Chinese competitor in a trademark infringement lawsuit before the Supreme People's Court of China.
- Advising a Sino-foreign joint venture company in Shanghai in a potential dispute against a UK-based petrochemical company involving protection of trade secrets.
- Representing Emerson's InSinkErator® Division in two patent infringement lawsuits against a local competitor in Zhejiang.
- Representing a celebrity defending in an alleged copyright infringement lawsuit in China.
- Advising China Foreign Exchange Trading System, the sole operator of a centralized system of foreign exchange in China, regarding protection of database contents.
- Representing 3M in a civil lawsuit involving disputes arising from an inventor's remuneration arrangement for a patented invention.
- Advising Intergraph, a leading GIS & enterprise engineering software provider regarding software protection issues in China.
- Advising Microsoft in connection with a copyright infringement lawsuit at the appellate level involving disputes arising from licensing contracts for the use of Chinese fonts owned by a Chinese right owner.
- Representing IBM in a civil lawsuit involving contractual disputes arising from the license of its software and provision of technical services to end-users.
- Representing an R&D company in the Emerson Network division of Emerson Electric Co. in a trade secret infringement case, involving both criminal and civil actions, against a local competitor and former employees. Advising a GE division on software and technology licensing issues relating to three projects in China. Advising The Tetris Company LLC in connection with enforcement of trademark and copyright matters in China.
- Providing ongoing advice and counseling on various intellectual property rights protection issues in China (e.g., trademarks, patents, trade names, trade dresses, domain names, trade secrets and unfair competition) to Emerson Electric Co., a US-based multinational company engaged in the designing and supplying for product, technology and delivering engineering services in a wide range of industrial, commercial and consumer markets worldwide.
- Representing Rosemount Inc., an Emerson Electric Co. entity, in a pre-litigation injunction proceeding and two subsequent lawsuits against Shanghai Rosement Instrument Co. Ltd. involving trademark, trade name and unfair competition claims.
- Advising Warner Brothers Distributors Ltd. in a potential dispute with a State-owned publishing house involving copyright infringement and unfair competition.

- Advising US-based National Football League (or NFL) in a potential dispute with an online broadcasting technology provider involving copyright infringement.
- Advising National Geographic Society in the US in a trademark opposition proceeding against a Chinese company.
- Advising a major petrochemical company based in Malaysia in obtaining a license from a group of Chinese licensors of the key technology for building a petrochemical plant in a Southeast Asian country.
- Advising Warner Bros. Entertainment, a US based media and entertainment company in connection with a dispute arising from trademark and trade name infringement by a local company.
- Advising a German kitchen furniture manufacturer in connection with infringement by a Chinese competitor of the trademark and trade dress. Advising a US based movie studio and theme parks operator in connection with its licensing transactions in China.
- Advising a US based producer of home water treatment products in connection with its franchising operations in China.
- Advising a Germany subsidiary of a US-based company operating in the Internet services and the communications services sectors with respect to copyright infringement by various Chinese Internet content providers in a mobile-networked environment.
- Advising a Germany based multinational company in the property-casualty, life/health, banking, and asset management sectors in respect of trademark law issues.
- Advising in a trademark infringement case for a Shanghai based Sino-foreign joint venture company between a giant UK natural resources company and two Chinese oil, gas and petrochemical corporations.
- Advising an Australia-based sports entertainment company in granting a technology license to a Chinese licensee in operating a business involving the sales of lottery tickets for sports games in China.
- Advising a wind turbine technology company based in the Netherlands in connection with a technology license transaction with a Chinese licensee.
- Advising Microsoft Corporation, a US-based multinational corporation engaging in the development, manufacture, licensing, and support of a range of software products for various computing devices in respect of copyright law issues.
- Advising software licensing and related copyright law issues for FrontRange, a US-based CRM software vendor.
- Advising China's encryption regime and intellectual property rights protection in the context of employer-employee relationship for a US-based multinational company engaged in the design and sale of products and services relating to Internet protocol network infrastructure solutions.
- Advising a Chinese start-up technology company on copyright law and licensing issues relating to databases and digital maps. Advising trade secret protection issues for a Canadian based architectural design firm.
- Advising copyright law issues including copyright protection and licensing for literal works in the digital world and privacy protection issues for Yahoo! Inc., a US-based global Internet portal company.

## Honors and Awards

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- 2008, Asia Law, Leading Lawyer (Intellectual Property, Mergers & Acquisitions, Corporate General Practice)
- 2009, Asia Law, Leading Lawyer (Intellectual Property, Mergers & Acquisitions, Corporate General Practice)